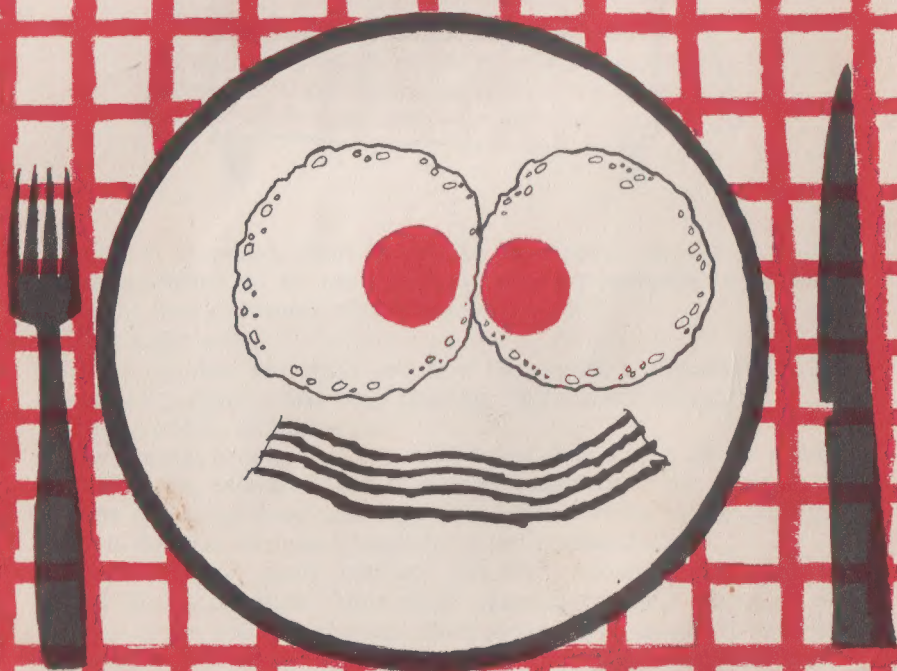


*diet **sense**
and nonsense...*



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By

W. W. BAUER, M.D.

Director of Health Education
American Medical Association



ALMOST everybody likes to eat. In any crowd you can hear the question, "When do we eat?" and you may get trampled in the rush when the host or hostess says, "Come and get it."

That's diet sense.

But altogether too often you hear the question, accompanied by frowns of perplexity and head shaking, "*What shall we eat?*"

That could be diet nonsense.

For normal people, deciding what to eat should be a simple matter of preference, exercised with reasonable judgment in the selection of a wide variety of good and enjoyable foods. "Three square meals a day" is the best formula I know for a well-rounded diet.

That's all very good, you say, but what about all the scientific discoveries in nutrition? How about counting calories? How can we be sure to get enough vitamins? And aren't we in danger of mineral starvation? We worry about cholesterol, and about diets that harm the teeth. We don't want to put on weight. And, to make matters worse, "experts" don't seem to agree. One says yogurt and blackstrap molasses; another says honey and vinegar. And how about chemicals they put in the food, like the cranberry spray, or the caponized chickens that the government condemned? It's so easy to get confused.

Leave Science to the Scientists

It is easy to become confused, if you try to follow all the details of scientific investigation into foods and nutrition. All this research is valuable, and we couldn't do without it. It has taught nutritionists and physicians a great deal about how the body is nourished, and has prevented deficiency diseases and assisted in devising better feeding for the sick, such as diabetics. But perhaps the most encouraging knowledge that has come out of scientific research is the assurance that an individual in good health can select his diet without too much reference to the scientific reasons which lie behind the wide choice of good foods available in the supermarket or at the corner store.

Of course, if you are on a medically prescribed diet, that's different. That is dietary sense. It's the self-prescribed or self-limited diet, based on a confused understanding or misunderstanding of scientific facts, that's dietary nonsense.

For example: Scientists know that oranges and other citrus fruits and their juices furnish vitamin C, as do a limited number of other food-stuffs. They also know that the body does not store vitamin C, so everyone must have some every day. That's dietary sense.

But now suppose you read somewhere that squeezing oranges in advance and keeping the juice in the refrigerator until needed causes a loss of Vitamin C. Or that oranges growing on the sunny side of the tree develop more vitamin C than on the shady side. Interesting, and true. But how important?

In a well-chosen diet, with a liberal supply of citrus fruits, tomatoes, potatoes, berries, and melons, these minor variations are of no practical significance. Paying too much attention to them is one form of dietary nonsense.

The choice of good food is easy, if *you* don't make it hard. If you go to market with your mind full of confused lists of vitamins, and what each one does for you, you can go dietetically crazy. Add to that some extra worries about minerals, and the latest headlines about cholesterol, and you might as well forget about the whole business. You've already spoiled everybody's appetite. If food was meant to please, and eating was intended to be fun, why all the worries and the dietary gymnastics? Why not just shop for a basketful of good food?

The scientists have simplified it for you, if you'll just pay attention to their very simple suggestions. Pick your foods according to four groups, and you can't go wrong:



Group I: *Dairy products: milk, cream, cheese, butter or oleo, eggs. (Never mind the details.)*

Group II: *Protein foods: meat, fish, poultry, legumes (peas, dried navy and lima beans, soy beans).*

Group III: *Fruits and vegetables.*

Group IV: *Cereals and enriched bread and flour products.*

It's just as easy as that!

You will, of course, add sweets and starches to supply quick energy; but not enough to put weight on your family, unless they need more pounds.

While you're picking your vegetables and fruits, remember that you need some green, yellow and red ones, and some that can be eaten raw in salads. And don't consider spinach the only green vegetable. Here are just a few of the long list of greens that help to give color, variety and good nutrition to your meals, and add to your reputation as a cook:

Swiss chard

Peas

Green beans

*Lettuce (head, leaf
Bibb)*

Peppers

Cabbage

Kale

Spinach

Kohl-rabi

Parsley

Broccoli

Celery cabbage

Beet greens

Brussels sprouts

Asparagus (green)

Water cress

Dandelion leaves



Bread and Flour Enrichment

Bread and related products — rolls, cereals, pancakes, waffles, muffins — form a large part of the diet of all persons. Spaghetti, macaroni and rice also are eaten in large quantities. Most people prefer these grains in their white milled form. Only a small proportion of bread and other flour products contains whole wheat or graham flour, and even these are largely diluted with white flour. The same is true of most rye breads, except the pumpnickel varieties.

But the white milled grains are deficient in some of the vital minerals and vitamins which are found in the hulls and the germs of the kernel. In 1936, the United States government in cooperation with the baking and milling industries, initiated the enrichment of bread and flour products by restoring to them four important substances lost in milling — the vitamins thiamin, niacin and riboflavin, and the mineral iron. Later, cereals including white rice were also enriched.

Outstanding nutrition authorities regard enrichment as one of the most important public health advances of the century. It is not compulsory in all states, so look at the labels of these products for that significant word “enriched.”

Milk is now almost universally fortified by the addition to each quart of fluid milk, or equivalent in evaporated, powdered and condensed milk, of 400 units of vitamin D, the quantity required by normal adults.

If you will select your food purchases with these few, simple principles in mind, all the rest will fall into place. Then try to get into your three meals each day, two servings from each of the four groups. Your family will be well fed, and you can be a good cook without being frustrated by too much detailed science.

And that's dietary sense!

Food and Diet Nonsense

If I wanted to make a couple of million easy dollars, and wasn't too particular how I did it, I'd start some kind of a food racket, advertise it on radio and television, give "free lectures" in expensive hotels — and sell ordinary foods with blown-up fantastic claims. I'll tell you why. Not long ago I gave a lecture to a P.T.A. telling them the scientific facts about food, and when I asked if there were any questions, a lady rose and said, "Are you aware, doctor, that everything you have said is contrary to the statements of the eminent nutritionist, Dr. G. Portly Bombastus?" To which I replied with a bow, "Thank you, madam."

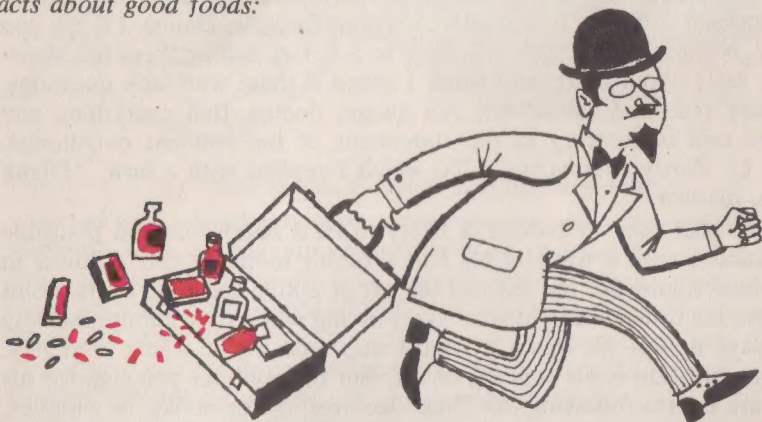
The diet fake or faddist is likely to be a handsome and plausible character, with a wave in his hair — or his toupee — and a flower in his buttonhole. He has learned the art of public speaking to the point where his listeners forget what he is saying while they admire the way he says it. But his mind is a steel trap, and all he wants is money. *Your* nutrition is no concern of *his*. But the contract you sign for his lecture course following the "free" lectures, or for books, or supplies, he has for sale, are as tight as the best legal talent can make them. And he has been known to threaten bodily harm to "spies" who take notes on his lectures.

You can spot the diet faker by the foregoing warnings, but there is even more. He will be almost certain to try to do one or more of the following:

- *discredit good and useful foods*
- *libel or ridicule reputable scientists and organizations*
- *scare people about the dangers of soil depletion*
- *discredit artificial fertilizers*
- *scare people about poor nutrition and hidden deficiencies*
- *create fear of poisoning through food preservatives and additives*
- *claim exclusive knowledge not shared by others*
- *puff and promote his own writings*
- *sell "special" packaged foods "available only through him"*
- *operate a health food store*
- *attribute cancer and other mysterious diseases to faulty diet*
- *associate with other quacks and cults, especially the anti-medical*

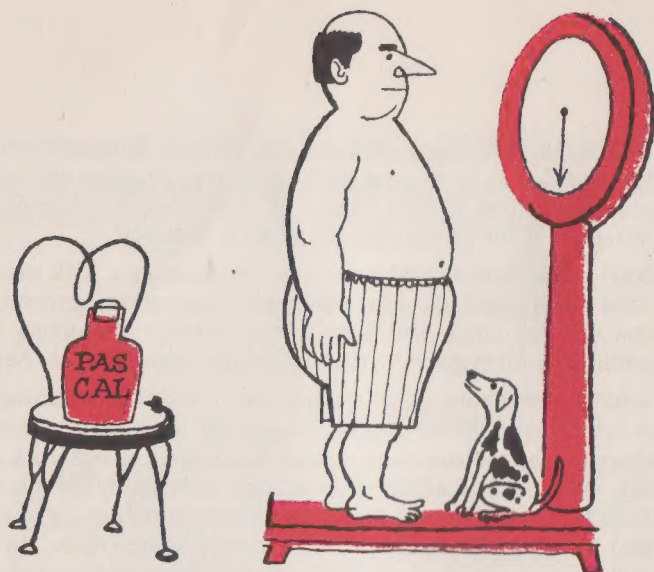
The Simple Facts About Foods

Because the food quack is clever, it may not always be easy to check his claims against the last list. So here is another angle — *the simple facts about good foods:*



- the normal foodstuffs traditionally used by man furnish all necessary nutrients, if used according to the *four basic food group plan* outlined earlier.
- reputable scientists are those connected with the U.S. Government and established scientific agencies. (But Note: *any quack can name his outfit a research association, and many have done so, so unless you recognize the name, check up on it through Better Business Bureau, health departments, medical societies or one of the reputable agencies.*)
- soil depletion is a real problem, but it is being attacked by able and honest investigators; to the quack it is merely a gimmick to promote his racket.
- artificial chemical fertilizers are just as good as "natural organic" fertilizers promoted by the quack (and by some honest believers of good repute).
- spray residues on foods are a real danger if not carefully controlled, but the government officials are alert, and some people think they are leaning over backwards in the interest of safety (the cranberry affair of 1959). Sprays are necessary to protect crops against destruction by insects.

- nutritional deficiency diseases are serious in many parts of the world, but in nations with good food supplies and sound economy, there is little danger of deficiency in vitamins and minerals, if the group plan of eating is followed.
- food preservatives and additives are necessary with modern food transportation, processing and marketing; government controls are strict, and there is no evidence connecting such additives with diseases now prevalent (the caponized chickens).
- information about nutrition, like other scientific information, is widely and freely shared among all legitimate scientists; therefore any claim to exclusive knowledge is evidence that the individual is either holding out unethically on his colleagues, that he merely thinks he knows more than they do, or that he cynically claims what he knows to be untrue. In any such instances, he is poor reliance for those seeking facts.
- reputable scientists do not puff and parade their own writings, nor sell them at high prices under the influence of the "hard sell;" quacks, having neither modesty nor integrity, do this all the time.
- reputable nutritionists do not sell foodstuffs with wild and unsupportable claims; they do not sell foodstuffs — period. Neither do they operate health food stores, promoting ordinary foods for medical purposes without an iota of scientific support.
- honest scientists do not claim a connection between foodstuffs or materials used in their processing, and cancer. The simple truth is that no one yet knows what causes cancer, and any claims to such knowledge should be disregarded unless and until they come from one of the reputable sources.
- quacks of all kinds, like birds of a feather, flock together. They try to discredit all public health advances. They oppose fluoridation of public water supplies; they object to pasteurization of milk; they obstruct vaccination against communicable diseases; they hamper scientific research by misrepresenting the proper use of animals for scientific observations; in short, they are enemies of scientific effort, not on principle, or through ignorance or prejudice as some honest people may be, but purely to make a dishonest living.



Food Fads, Fallacies and Follies

The craze for weight-reducing short cuts, especially the 900-calorie-per-day liquid (or to be made liquid) preparations which contain all essential nutrients. Chemically this may be correct, but they lack the substance and fiber and indigestible roughage of normal foods required for normal digestive and eliminative function. Their continuous use is illogical and possibly dangerous; their usefulness is limited to short-term diets under medical supervision.

The furore over organic foods. The term *organic* means any chemical compound containing carbon. In this sense, all foods are organic. As used by the faddists, "organic" is applied to fertilizers of animal origin, said to be superior to chemical fertilizer. Even if they were, there would not be enough of them to fertilize our fields.

"Health foods" is a silly claim. All good foods are health foods. This label is purely for the purpose of catching the unwary — usually at fancy prices.

Yogurt for health. Yogurt is one of the varieties of fermented milk, similar to buttermilk. It is supposed to account for the alleged longevity of the Bulgarians. If they are unusually long-lived, which nobody has proved, their outdoor living and their good heredity have as much to do with it as their simple diet. There is no magic in yogurt, nor any special objection to it, for anybody that likes it.

Trace minerals — copper, iodine, phosphorus — are necessary; the

quackery comes in when the food racketeer denies the adequacy of normal foods and sells you his stuff in pills.

Vitamins in pills and capsules, unless prescribed by a physician to meet a real need, simply eat up dollars that could be better spent for good foods. Normal people do not need extra vitamins.

Diets composed of one kind of food only — meat, starches or what have you, are illogical and silly, unbalanced and inadequate, and if pursued too long lead to malnutrition.

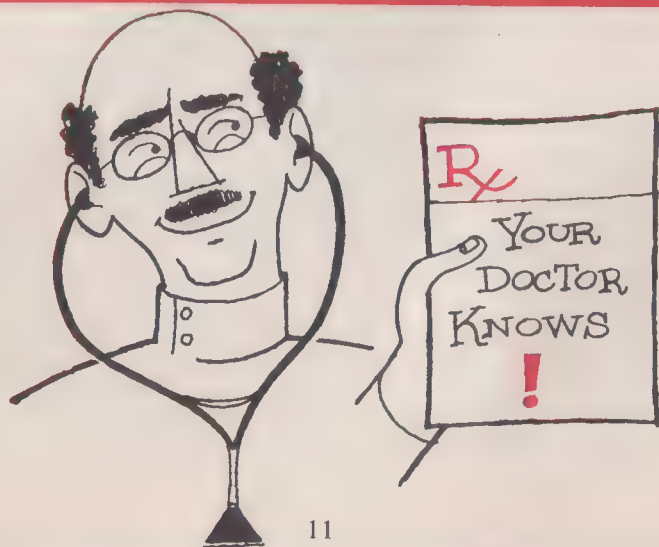
Raw-foods-only diets ignore the fact that many foods need to be cooked to be digestible or safe; proper cooking does not destroy food values.

Honey for whatever ails you is an exaggerated claim. It casts undeserved ridicule on a delightful sweet, which belongs in any normal diet but has no medical magic, and is emphatically NOT good for diabetics as often claimed. It is a sugar which diabetics cannot handle.

Vinegar will not thin the blood nor do anything medical; it is a useful flavoring agent and pickling solution, nothing more.

Royal jelly — good for the queen bee, puts hair on her chest and converts her into a continuous egg-laying machine; worthless to human beings.

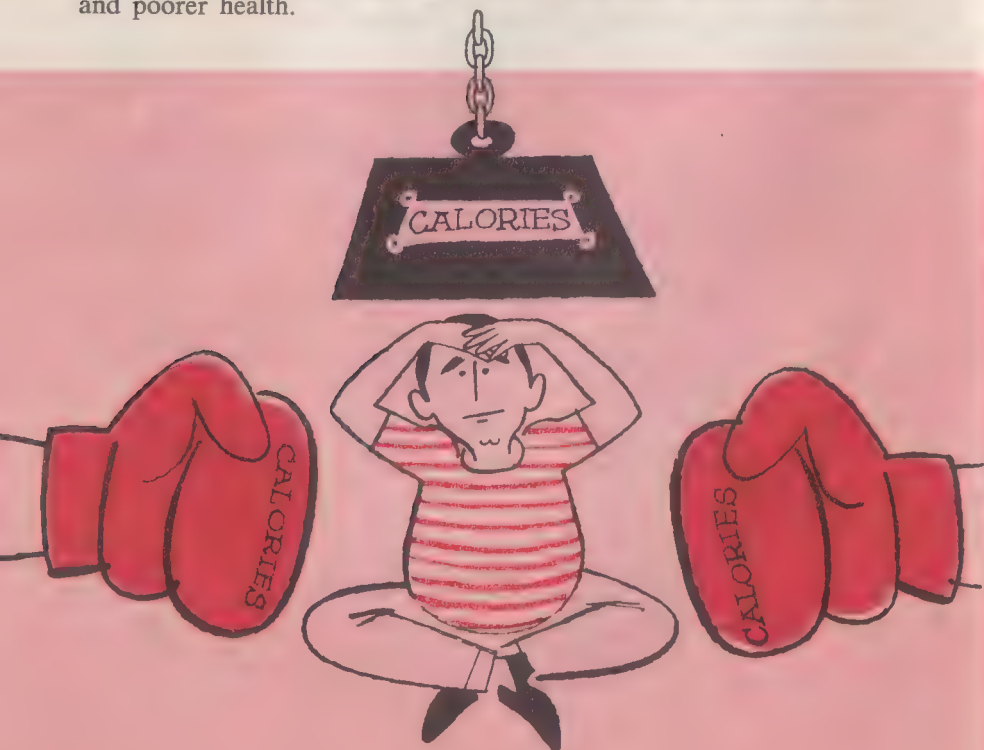
Maybe you wonder why I place so much emphasis on medical prescription for unusual diets? The reason is simple. The doctor knows when, why and when NOT. And he hasn't any dietary axe to grind.



Those Cantankerous Calories

Calories are the measure of the heat, energy, tissue-building or fat-storing capacities of foodstuffs. Most foods have been chemically analyzed to determine their approximate caloric value under the condition in which they are usually purchased and eaten.

How many calories for you? Well, 900 a day, no matter how you take it, isn't enough to do a day's work and maintain strength, even while trying to lose weight. The usual minimum for the weight watcher is about 1200. But it isn't enough to cut down to 1200 a day until the weight has returned to normal — if YOU last that long — and then go back to your old eating habits. If you mean business, you have to be prepared to change your entire pattern of eating, and **KEEP IT THAT WAY!** Otherwise you'll get all your weight back again, and each time that happens it will be harder to take it off. And there is no doubt that increased weight goes hand in hand with shortened life and poorer health.



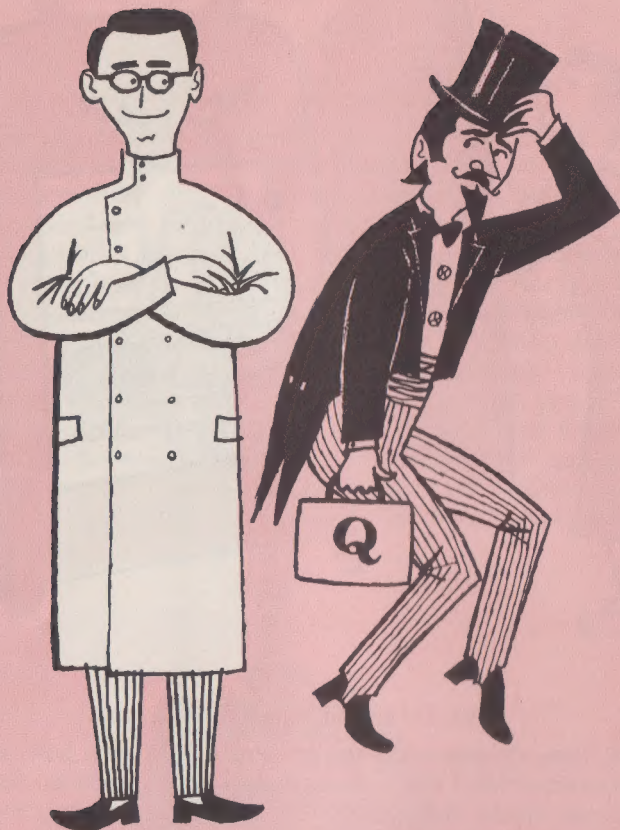


Dat Ole Debbil Fridge...

How, then, do you resist the ice box? I'll tell you how, but I may as well confess that I don't always follow my own advice. And believe me, it's the snacks that count — they're like golf strokes. Even if you cheat, sooner or later they have a way of showing up!

If you must snack, choose foods low in calories. Chew a raw carrot, or nibble cucumbers, celery or radishes — filling, and low in calories. Drink a glass of tomato juice. Make a lemonade with noncaloric sweetener and charged water and lemon juice. Just plain soda on the rocks will often fool your growling stomach for a time. Soft drinks are now available with almost no caloric value. Or, if you feel you must have real food, count it in with your day's calories, first subtracting it from your regular meals.

If, in spite of everything, you have an appetite that will not listen to reason, it may be that unconsciously you are eating to compensate for frustrations and tensions that are getting you down. This is a fairly common cause of overeating and overweight. Medical and sometimes psychiatric treatment is often in order.



Who Confused Whom?

It is not the real scientists who have created the confusion which besets many sincere seekers after facts. The facts about diet and nutrition, insofar as they are required for the choice of an adequate diet, are quite simple. It is the quacks, the dietary faddists, the racketeers, and the self-seekers, who have filled the air and the pages of our publications with false theories. Some of these are deliberate lies; some may be honest misunderstandings or conclusions based on faulty information. In either case, they mislead, frustrate and confuse, and take the joy out of good meals.

Eating Should Be Fun

In the home, good food in a happy, relaxed atmosphere can go far to compensate for the battering one may have to endure during the day. Mealtimes should be happy times. Quarrels, arguments, worries, punishments, and other unpleasantness should be banished from the family table. One of America's wisest health educators, when asked what was the most important ingredient in a child's meal, replied, "A happy and cheerful family." That goes for adults, too.

A long time ago there used to be a "health clown" who went about amusing children and teaching them at the same time. One of his favorite gags was to describe a wonderful dinner — soup, meat, potatoes, vegetables, salad, relishes, dessert, and beverage—and ask, "What would you do if you found this in front of you?" If he didn't get a prompt answer from his audience, he would yell:

"What are we waiting for? Let's eat!"

Maybe he wasn't just a clown!



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